

Australia Recalls Poster Ads



Australia Post is celebrating a bygone era of both poster design and Australian manufacturing with an August 19 new stamp issue reproducing popular 20th century advertisements over five domestic base-rate (70c) stamps.

Australia Post Philatelic Manager Michael Zsolt said the new stamp issue reflected on earlier times when poster advertising merged with art. "The five posters featured in this stamp issue not only recall a golden age of graphic design and visual advertising, but also a time when Australian-owned business and manufacturing thrived. Many of Australia's early posters are now regarded as art forms in themselves and are highly collectable. We hope the nostalgic theme will resonate with the public and collectors alike."

The Nostalgic Advertisements stamp release, designed by Sonia Young of the Australia Post Design Studio, features the following poster advertisements:

- **Phillip Island** – The engaging Little Penguin promoting the attractions of Phillip Island in Victoria was illustrated by J. Miller Marshall in the 1930s. It was one of many commissioned by Victorian Railways from the best commercial artists of the day.
- **Harper's Empire Self-Raising Flour** – Harper's Empire flour, made by Robert Harper & Co., was a popular household brand through-

out the country in the 1920s and 1930s, with factories in Sydney, Adelaide, Brisbane and Fremantle.

- **Fly TAA the Friendly Way** – Perhaps the most famous of all Australian posters, this striking circa 1954 Trans-Australia Airlines (TAA) advertisement featured model Nola Ray.
- **Jacko Shoe Shine** – The kookaburra, commonly called the jack-ass, was the emblem of the Melbourne-based Jacko Polish Company, for which artist James Northfield designed this poster in the 1930s.
- **Swallow & Ariell's Teddy Bear** – The label from Port Melbourne manufacturer Swallow & Ariell was made in the 1940s for the front of a grocer's dispensing tin containing teddy bear biscuits.

The stamp release includes the new format special sheetlet pack. This highly collectable item uses a fold out design and presents the stamp designs in five 10 x 70c sheetlets. Other associated products include a minisheet, first day cover, stamp pack, maxicard set of five, gutter strip of 10 x 70c stamps with design and a roll of 100 x 70c self-adhesive stamps.

The Nostalgic Advertisements stamp issue is available from 19 August 2014 at www.auspost.com.au/stamps or contact Australia Stamp Agency in North America toll free (USA and Canada) on 1-800-443-4225 while stocks last.